DELEGATE INFORMATION PACK

THE EUROPEAN ABM FORUM

FROM B2B MARKETING | SPOTONVISION

Building Resilient Growth:
How ABM Creates Clarity in Uncertain Times

Thursday 26 March 2026

Van Der Valk Hotel Amsterdam Zuidas, Amsterdam

europeanabmforum.com

Uncertainty is the new constant in B2B, from shifting markets to evolving buyer groups. But with ABM, companies don't just react; they thrive. By focusing on the right accounts, aligning sales and marketing, and delivering measurable value, ABM gives organizations a growth engine that's both resilient and future-proof.

At **The European ABM Forum**, find out how leading companies are turning complexity into clarity, and pressure into opportunity, with **account-based strategies that deliver growth no matter the market conditions.**

41% RATED IT GOOD

59 NPS SCORE

56% RATED IT EXCELLENT



What's on the agenda?

Take a look at our top session picks



TRACK SESSION

From ABM foundations to pursuit marketing: How Kyndryl harnessed AI to transform deal engagement and accelerate growth



Katrin Marquardt, *Associate Director, ABM and Field Marketing Manager,* **Kyndryl**

TRACK SESSION

Case study: Driving strategic wins to long term cycles through personalisation and human connection



Liz Prieto den Boer, *Marketing Manager,* **Maersk**

TRACK SESSION

Resilience redefined: How ABM + DBM unite customer-centric growth and team strength



Ulrike Wanner, *Head of Account Based Marketing Insurances, ABM CoE Europe,* **NTT DATA**

TRACK SESSION

Building a scalable 1:few ABM engine to engage with top retailer





Julie Horville-D'Ammacco, *Marketing Director EMEA*, **Mirakl**, Tamara den Hartog, *Senior B2B Strategy Consultant*, **SPOTONVISION**

KEYNOTE

Winning is an inside job



Marit Bouwmeetser, Four-time Olympic medalist and the most successful female sailor in Olympic history

KEYNOTE

Shift left, shift right: The new ABM playbook for 2026





Robert Norum, *Propolis ABM & Demand Strategy Expert*, **B2B Marketing**, Ingrid Archer, *Co-Founder & Managing Partner*, **SPOTONVISION**

KEYNOTE

Resilient growth starts with alignment: A B2B leadership conversation









Martin O'Malley, *CEO*, **Wolters Kluwer Legal & Regulatory,** Mark Appel, *CMO*, **Sendcloud**, Duncan Hobeijn, *CFO*, **Gynzy**, Naomi Landman, *CCO*, **Renewi**

> *"It was really one of the best conferences I have attended... a day full of learnings, which will help us make key decisions on our ABM roadmap."*
>
> *Marketing Manager,*
> **KPMG Netherlands**

Meet ABMers from Europe's biggest brands in B2B



europeanabmforum.com

> *It's brought a lot of insight and ideas on ABM. It's one of the best events I have been to in the past few years."*
>
> *Senior Director,* **LexisNexis**

> *Top notch event, great speakers from different industries explaining their learnings on the ABM journey in an easy-to-understand way."*
>
> *Commercial Director B2B,* **Nespresso**

Secure your place

Ticket package options

Conference Pass

Standard price: **€595**

GTM Offer

Bring your GTM team for half price when you book a full pass. To check eligibility or arrange booking, please contact David (contact details below).

Ends 6 March

Team deals:

Want to bring 3 or more of your team?
Contact us to find out about special group booking rates.

To book your pass, contact:

David Morton
Delegate Sales Lead
B2B Marketing
david.morton@b2bmarketing.net
+44 (0)20 3869 9910

Or book direct at **europeanabmforum.com**

> *Excellent agenda with something for everyone. The team behind these are experts and that professionalism shines through in all aspects of the experience."*
>
> *Director, Head of Europe Marketing Transformation,* **Fujitsu**

SELECT YOUR PACKAGE AND BOOK

About B2B Marketing

Established 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.



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About SPOTONVISION

We switch ON B2B relationships

Since 2006, **SPOTONVISION** has been supporting leading brands and ambitious scale-ups in developing go-to-market strategies that drive growth. As one of the first agencies in Europe to focus exclusively on B2B marketing, we know what it takes to boost commercial impact.

At **SPOTONVISION,** we're known for our critical thinking, hands-on mentality and our ability to challenge marketing and sales teams to raise the bar. Since 2010, we've been building a strong European community of marketing professionals through the B2B Marketing Forum.

B2B Marketing Forum

Our Products

- Buyer insight and strategy
- Account-based Marketing
- B2B Vision Academy

spotonvision.com





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Join us in Amsterdam in 2026!

To discuss any of the opportunities outlined in this pack, please contact:

David Morton
david.morton@b2bmarketing.net
+44 (0)20 3869 9910

B2B Marketing
Westgate House
9 Holborn
London
EC1N 2LL

Tel: +44 (0)20 7014 4920
info@b2bmarketing.net
b2bmarketing.net

SPONTONVISION
Building HNK Zuidoost – Parijs
Burgemeester Stramanweg 105
1101 AA Amsterdam

Tel: +31 6 42 34 39 76
info@spotonvision.com
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